

Mineral makeup – what's all the fuss about?

“Mineral make up is fast becoming the makeup of choice.

Why? Because it's good for your skin and also performs well.”



Imagine life without makeup. Most of us couldn't live without it, could we? Yet you may sometimes wonder what exactly you are putting on your skin, and whether it is harmful or not.

Let's face it. Most of us wear makeup to improve our appearance; we want to look our best. Makeup should enhance your features and – this really can't be emphasised enough – look natural.

Mineral makeup is made from purified and crushed minerals which are naturally occurring pigments from the earth . . . including mica, zinc oxide, titanium dioxide and iron oxides. They give a beautiful radiant glow to the skin to enhance your skin's own natural beauty. And the colours are intense and gorgeous across the full range for face, cheeks, eyes and lips.

Mineral makeup is fast becoming the makeup of choice. Why? Because it's good for your skin and also performs well.

There are now many mineral makeup brands in the marketplace and Livinia is one of them – proudly Australian made and owned, using the highest quality ingredients. Here are some benefits of moving from chemical-based to mineral makeup, brought to you by Livinia.

It doesn't block the pores. Mineral makeup is non-comedogenic – it doesn't block the pores and therefore allows the skin to breathe.

It's suitable for sensitive skin. For people who suffer with rosacea, dryness, acne or other skin conditions, wearing mineral makeup offers a product which won't irritate or make their condition worse.

It's lightweight yet flawless, and creates radiance. Mineral makeup offers long-lasting exceptional flawless coverage, which is especially

important for flight attendants; a few brands, including Livinia, offer mineral crème foundation in a compact, which is particularly suitable. Many women report that wearing mineral makeup feels like wearing no makeup at all, but it leaves the skin with a very natural radiant glow.

Sun protection. Another great advantage of mineral makeup is that it contains zinc oxide which is a broad spectrum sunscreen. To offer the best possible natural sun protection, Livinia Mineral Makeup uses Z-cote (patented technology), a powerful microfine zinc oxide, which gives the powder foundation an SPF20+ rating.

Always read the label (things to watch out for)

When looking for a good mineral makeup always read the label first. Although present in many brands, two ingredients to avoid are talc and bismuth oxychloride.

Basically they are cheap fillers, used to bulk up the product. They have no real benefit for the skin, and can leave your skin feeling tight and uncomfortable. Bismuth oxychloride is a by-product of refined lead and people with sensitive skin may find that it irritates their skin and makes them feel itchy.

Also avoid mineral makeup that contains nanosize titanium dioxide. These tiny particles can penetrate into the skin and – though research is still continuing in this area – it is suspected they may enter the bloodstream; best to be on the safe side and avoid this.

Win a Livinia Makeup Kit

If you haven't already experienced mineral makeup, perhaps now is the time to refresh your look. Enter our competition and you could win a Livinia Makeup kit.

Describe in 50 words or less why you want to make the switch to mineral make up. Email your entry to vitality@virginblue.com.au the lucky winner will be announced early December.

debbie valleri
founder/managing director of livinia
livinia.com.au
contact : info@livinia.com.au ph:03 9796 8941